



Export News

North Texas Export Assistance Center

Winter 2005

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CS Expands Service to 14 More Cities in China



The U.S.-China International Partnership Network agreement established 14 new American Trading Centers across China. See map for sites which are underlined.

The Centers were established earlier this year, when U.S. Department of Commerce representatives signed a Memorandum of Understanding (MOU) with China Council for the Promotion of International Trade (CCPIT) Chairman Wan Jifei. The new network of trade centers will broaden export opportunities for American companies in China. For details see:

<http://www.export.gov/china/atc.asp>

WHO WE ARE...



The North Texas U.S. Export Assistance Center is part of the U.S. Department of Commerce's U.S. & Foreign Commercial Service (CS). The CS mission is to assist small-to-medium sized businesses with exporting their products and services worldwide. For more information on the CS, visit www.export.gov/cs or www.buyusa.gov/northtexas

ISRAEL HERNANDEZ SWORN IN AS DIRECTOR GENERAL OF THE U.S. COMMERCIAL SERVICE

On October 7, Israel Hernandez was sworn in as assistant secretary for Trade Promotion and director general of the U.S. and Foreign Commercial Service. In his remarks, he noted "I will be a staunch advocate for small and medium-size U.S. businesses that operate in the global market. I will promote an agenda to help companies succeed in exporting, create jobs, and strengthen our economy at home."

He joins the Commercial Service from the White House where he was deputy assistant to President George W. Bush. Originally from Eagle Pass, Texas, Director General Hernandez is a graduate of the University of Texas and received his M.P.A. from the George Bush School of Government and Public Service at Texas A&M University.



STRATEGY TARGETING ORGANIZED PIRACY STOP!

Growing global trade in pirated and counterfeit goods threatens America's innovation economy, the competitiveness of our leading companies and small manufacturers, and the livelihoods of their workers. Bogus products - from CDs, DVDs, software and watches to electronic equipment, clothing, processed foods, consumer products, and auto parts - are estimated to account for up to seven percent of global trade and cost legitimate rights holders around the world billions of dollars annually.

Developed over the last year, the Strategy Targeting Organized Piracy (STOP!) is the most comprehensive initiative ever advanced to smash the criminal networks that traffic in fakes, stop trade in pirated and counterfeit goods at America's borders, block bogus goods around the world, and help small businesses secure and enforce their rights in overseas markets. STOP! underscores the Administration's continuing commitment to level the playing field for American businesses and workers. And it builds on the Administration's solid track record of real results in combating global piracy and counterfeiting.

NEW CS BUSINESS INFORMATION CENTERS

MIDDLE EAST/N. AFRICA BUS. INFORMATION CENTER

The most comprehensive resource for trade-related information on the markets of the Middle East and North Africa (MENA). Get information, tools, and assistance that can help open up this vibrant region to your products and services. To access these resources, see <http://export.gov/middleeast/>.

CHINA BUSINESS INFORMATION CENTER

The China Business Information Center takes the work out of gathering international trade information, helps the U.S. exporter to evaluate export readiness, pursue trade opportunities and achieve international business objectives. Please visit <http://www.export.gov/China/>.

Venezuela Ends Pre-Shipment Inspections

Venezuela's tax authority announced that as of August 31, 2005, the pre-shipment inspection on exports to Venezuela valued over USD \$5,000 will no longer be required.

UNITED STATES – AUSTRALIA JOIN EFFORTS TO VALIDATE TRAVEL DOCUMENTS

Washington, D.C. — United States Customs and Border Protection (CBP) Commissioner Robert C. Bonner announces a joint counter-terrorism passport alert system with Australia.

Recently, the United States and Australia have begun piloting an enhancement to their existing border management systems. The pilot system, known as the Regional Movement Alert List (RMAL), is an Asia-Pacific Economic Cooperation (APEC) counter-terrorism initiative that will allow the automated checking of each others lost, stolen or otherwise invalid passport records, and, where appropriate, this prevents the use of these documents for travel. This system could identify up to three million lost or stolen passports across the Asia-Pacific region.

<http://www.cbp.gov>

New Commercial Service Office Opens in Senegal



A new U.S. Commercial Service Office opened recently in Dakar, Senegal, and is part of a network across Western Africa that will help U.S. companies get a foothold in 18 emerging markets. The new office includes a Senior Commercial Officer and two Commercial Specialists. Located in central Dakar, the office will serve as a regional hub for Cote D'Ivoire, Chad, The Gambia, Mauritania, Benin, Gabon, Mali, Niger, Burkina Faso, Guinea Conakry, Togo, Cameroon, Cape Verde, Sierra Leone, Liberia, Guinea Bissau, and Equatorial Guinea.

For more information on doing business in West Africa, see <http://www.buyusa.gov/westafrica>.

Advertise to the World & Save \$100

Save \$100 on Your Next Ad in COMMERCIAL NEWS USA*

Commercial News USA is the official export promotion magazine of the U.S. Department of Commerce, and is distributed by U.S. Embassies and Consulates in 150 countries. To reserve ad space in the next issue, please go to: www.thinkglobal.us/email_form.html and complete the form. More information, including testimonials and success stories, is available on the *Commercial News USA* web site at www.export.gov/cnusa or by calling 1-800-581-8533.

**Offer applies to new ads only and expires December 31, 2005.*

The U.S. Commercial Service e-Market|Express

In an effort to assist firms in expanding in the international marketplace, the U.S. Department of Commerce has created E-Market Express. At this site you will find monthly updated **market research**, **trade leads**, and **trade events** for worldwide opportunities that will provide you exclusive cutting edge information on global opportunities helping you to find potential partners. E-Market Express is available in the following industries:

- [Aerospace & Defense](#)
- [Agribusiness](#)
- [Automotive](#)
- [Architecture/ Engineering Services & Building/ Construction Products](#)
- [Cosmetics & Toiletries](#)
- [Energy](#)
- [Environmental](#)
- [Franchising](#)
- [Health Care](#)
- [Information & Communication Technology](#)
- [Safety & Security](#)
- [Textile & Apparel](#)
- [Travel & Tourism](#)

Please direct your browser to the URL link below to view and select the reports of interest to you. The requested information will be sent to you via email.

<http://www.buyusa.gov/eme/>

KNOW MORE ABOUT DOING BUSINESS IN LIBYA

The U.S. State and Commerce Department have jointly produced a comprehensive 48 page document which covers such topics as the political and economic environment, leading sectors for US exports, trade regulations, investment climate, and much more.

Please visit CS Egypt's website at:

<http://www.buyusa.gov/egypt/en/businesslibya.html>

SIGNIFICANT PRICE INCREASE ON CS PRODUCTS & SERVICES PENDING

The U.S. Commercial Service offers an array of assistance to U.S. exporters. To augment the counseling provided by its domestic and overseas trade specialists, fee-based products and services are regularly used. These products and services include custom research, pre-screened appointments, background checks on prospective partners, and other marketing initiatives undertaken on behalf of and tailored to individual clients. **Due to U.S. Government directives to bring the cost of providing these customized services into alignment with the fees charged**, a significant price increase is pending the passage of the U.S. Department of Commerce's FY 06 budget. For each product or service offered, user fees will be organized according to 4 country groups or bands. These bands reflect cost categories, which will simplify and standardize fees paid. Depending upon which country group a client's target market falls under, they will pay a fee based on that grouping or band. These groupings reflect the varying labor rates throughout the world. The most popular services which this will impact include the *International Company Profile*, the *International Partner Search*, and the *Gold Key Service*. A description of each is below:

International Company Profile is a quick, low-cost due diligence report on international companies. It provides the background information needed to evaluate a company.

International Partner Search helps you find qualified international buyers, partners, or agents without traveling overseas. Detailed company information on up to five pre-screened international companies that have expressed an interest in your company's products and services is produced.

Gold Key Service provides you with one-on-one appointments with pre-screened potential agents, distributors, sales representatives, associations and government

SELLING TO THE CANADIAN GOVERNMENT

The U.S. Commercial Service in Canada has recently produced a five-minute video on the topic of "Government Procurement in Canada." To view the video, see



<http://www.docsinbox.net/Factsheets/govprocure.html>.

New Market Research Available

*The following are summaries of reports that have come in recently from our overseas offices. If you find a particular report of interest, please call us at 817-310-3744 and we will be happy to send you the full text **FREE OF CHARGE**.*

Thailand: Market for U.S. Education in Thailand *Industry Market Insight of October 2005*

Study abroad in Thailand and the number of Thai students pursuing undergraduate degrees is continuing to grow steadily. The Thai Government does not impose any regulations to control their students from applying or attending schools abroad. There are four major competitors for the study abroad market in Thailand: Australia, Canada, New Zealand and the United Kingdom. However, the U.S. is always the first choice for destinations to study abroad. Report includes market overview, market access and end users. 7 pages

Brazil: Construction Equipment Market *Industry Market Insight of September 2005*

The Brazilian market for construction machinery is estimated at \$2.2 million. The recently approved Public-Private-Partnership bill (PPP) by the Brazilian federal government should bring a new flow of investments and expand the market over the next few years. Best prospects for U.S. suppliers are drilling equipment, mini excavators and other construction machinery. Report includes sales prospects, market overview, market entry and access. 4 pages

Japan: Safety and Security Market *Industry Market Insight of October 2005*

The Japanese Government, post-9/11, developed a security enhancement plan to combat, not only terrorism, but also the soaring crime rate in Japan. The majority of Japanese believe the dangers of terrorism are growing, but not as much as in the U.S. and Europe. However, there is still a growing demand by the general public for security systems. Report includes market overview, best prospects for U.S. companies, market entry and points of contact. 7 pages

United Arab Emirates: Environment and Pollution Control

Industry Market Insight of October 2005

The World Bank estimates that the UAE is expected to invest \$46 billion over the next decade on environmental and pollution control projects. There is no local production of environmental protection equipment and supplies in the UAE. Presently, there are no barriers to U.S. exports of environmental technologies. Report includes market overview and end users. 5 pages

New Market Research Continued...

China: Telecommunications Services *Industry Market Insight of October 2005*

China's Accession to the World Trade Organization has opened opportunities for international companies to participate in the development of China's telecom service industry. Over 100 million new telephone users were added to China's subscriber base within the last 5 years. There are many opportunities for U.S. firms in value-added telecom services. Report includes market overview, the regulatory environment and market trends. 5 pages

MARKET OF THE MONTH: THE NETHERLANDS



The Netherlands' strategic location, the relative ease of doing business, the high level of proficiency in English, and its world-class and user-friendly transportation and distribution infrastructure make the Netherlands an ideal market and European operations location for U.S. companies. The Netherlands has capitalized on its location and advanced economy to become one of the top dozen trading countries in the world.

The Netherlands is a geographically small, densely populated (16.4 million people) country occupying a highly strategic commercial location that makes it the "Gateway to Europe". Over 160 million consumers (roughly one third of the population of the expanded European Union of 25 Member States) reside within a 300-mile radius of Rotterdam. Industrial activity is predominantly in food processing (e.g. Unilever and Heineken), chemicals (e.g. DSM), petroleum refining (e.g. Shell), and electrical machinery.

Best prospects for U.S. exports include:

- Automotive Parts and Accessories
- Construction Equipment (Bathroom Equipment)
- Computer Services
- Computer Software
- Environmental Products
- Medical Equipment
- Safety and Security Equipment and Systems
- Telecommunications Equipment
- Telecommunication Services
- Transport and Distribution Services

For more information on doing business in the Netherlands, see the 2005 Country Commercial Guide at <http://www.buyusa.gov/netherlands/en/171.html>.

UPCOMING TRADE SHOWS, TRADE MISSIONS, and SEMINARS



Lone Star Education Coalition Mission– Spring 2006

This mission is certified by the U.S. Department of Commerce, and will be an excellent opportunity for school representatives to meet with Mexican students who are interested in studying in the State of Texas.

When: March 23-25, 2006

Where: Monterrey and Saltillo, Mexico

Cost: \$1300

Cost includes: participation in both fairs for up to two representatives per school (additional representatives may attend for an additional fee); your own booth; marketing of the event; and two pages in a booklet that will be distributed to prospective students and partners.

Trade Mission to Malaysia, Thailand and the Philippines



This event offers a timely and cost-effective opportunity for U.S. firms to tap into these three fast-growing markets for **environmental equipment, technology, and services.**

When: April 24-May 3, 2006

Where: Kuala Lumpur, Bangkok, and Manila

Cost: \$2950

In each city, mission participants will attend high-level business meetings with government and business leaders to discuss opportunities in their respective fields.

For more information, <http://www.buyusa.gov/northtexas/asiamission.html>

Shipping to Canada? Learn How to be NAFTA Compliant

The U.S. Commercial Service in Vancouver, Canada invites you to participate in an interactive online web seminar about:

- Determining if your goods qualify for NAFTA
- Creating opportunities for success in the Canadian market
- Simplifying the process of the NAFTA Certificate of Origin
- The exporter's responsibilities
- How to become a non-resident importer

When: DECEMBER 7, 2005

10:00 AM PACIFIC STANDARD TIME

Participation fee: \$40

No need to leave your desk! The information will be at your fingertips!

For more information: <http://www.buyusa.gov/northtexas/44.html>

Bureau of Industry and Security "Complying with U.S. Export Controls"

A two day program to cover the information exporters need to know in order to comply with U.S. Export Controls, such as:

- what items and activities are subject to the Export Administration Regulation
- steps to take to determine the export licensing requirements for your item
- how to determine your export control classification number (ECCN)
- when you can export or re-export without applying for a license
- export clearance procedures and record keeping requirements
- Export Management System (EMS) concepts and real life examples in applying this information

WHEN: Wednesday, December 7, and Thursday, December 8, 2005 **COST:** Two day - \$300/person

LOCATION: Embassy Suites Hotel. Austin, Texas 78723

UPCOMING TRADE SHOWS, TRADE MISSIONS, and SEMINARS

NAFTA Certificate Program

NAFTA has created significant opportunities for Texas exporters.

Don't let the customs rules become a trade barrier!

Seminar Topics Include:

- **NAFTA Rules of Origin**
- **NAFTA Audits**
- **Certificate of Origin**
- **Customs Procedures**
- **Mexico Entry Procedures**
- **Canada Entry Procedures**
- **CAFTA Basics**

Date: December 8

Time: 8:30 a.m.-4:30 p.m.

Session I: Rules of Origin/NAFTA Certificate (AM)

Session II: Customs Procedures: Mexico & Canada (PM)

Cost: \$90 (\$45 per session)

Early payment by November 25: \$80 (\$40 per session).

Location: Infomart

<http://www.buyusa.gov/northtexas/naftaseminar.html>

Going Global: The Essentials of Foreign Trade Compliance

This half-day workshop will feature a presentation of the U.S. import and export statutory frameworks and related legal requirements.

In addition to the basics, you will learn about the latest developments and trends in the interpretation and enforcement of these requirements. You will be provided insights that enable identification of these troublesome areas of compliance.

- **When:** Thursday, December 1, 2005
8:00AM-12:30PM
- **Where:** Residence Inn-Marriott
2500 Museum Way, Fort Worth.
- **Cost:** \$25 for Chamber members and \$30 for non-members

This program qualifies for 3.5 hours for CLE Credit for Texas attorneys.

To register, please contact Wes Johnson at wjohnson@fortworthchamber.com or 817-336-2491, ext 227

TelecomNEXT (International Buyer Program)

TelecomNEXT is the first trade show that fully address today's integrated communications marketplace for wireline, wireless, cable, satellite and IP communication services providers.

- **When:** Conferences: March 19-23, 2006/Exhibition: March 21-22, 2006
- **Where:** Mandalay Bay, Las Vegas, NV
- **Cost:** All participants in USDOC trade delegations will receive a free Exhibits Only registration for TelecomNEXT – a 250 US dollar value. Full Conference registration for the delegation rate of 575 US dollars.

EXPO Manufactura 2006

Mexico's largest metalworking/manufacturing exhibition featuring machine tools, automation, assembly technology, quality manufacturing, CAD/CAM, robotics, software, coil-winding, and welding technologies.

When: 03/07/2006-03/09/2006

Where: Monterrey, Mexico Cost: \$3,250

Act now, first time exhibitors at Expo Manufactura may still be eligible for a one-time **10% discount** on a turnkey 9-square meter booth in the U.S.A. Pavilion!

TAU International

Italy's premier environmental trade show. Italy relies heavily on environmental imports, and excellent opportunities exist for American companies offering innovative technologies and products.

Who is Your Trade Specialist?

Our Trade Specialists are here to assist you with your exporting needs. Each Trade Specialist is responsible for specific industries and territories. If you are not currently working with our office, please review the listings below and contact the appropriate Trade Specialist for your next exporting need!

Greg Thompson

Senior International Trade Specialist
Construction and Heavy Equipment, Health Technologies, Security, Architectural, Engineering, Construction, Education, and Training Services. All industries in east Texas.

(817) 310-3744 ext. 17 or (214) 712-1932

Greg.Thompson@mail.doc.gov

Ireas Cook

Commercial Officer
Automotive and Ground Transportation, Environmental Technologies, and Marine Industries.

(817) 310-3744 ext. 15

Ireas.Cook@mail.doc.gov

David Royce

International Trade Specialist
Agribusiness, Basic Industries, Chemicals, Food Processing and Packaging, Plastics and Rubber. All industries in Cooke, Johnson, Montague, and Wise counties.

(817) 310-3744 ext. 19

David.Royce@mail.doc.gov

Kenneth Haynes

International Trade Specialist
Telecommunication, Information Technology, Electronics. All industries in Grayson and Wise counties.

(817) 310-3744 ext. 16

Kenneth.Haynes@mail.doc.gov

Elizabeth Graham

Senior International Trade Specialist
Services (Accounting, Advertising, Financial, Franchising, Insurance, Investment, Leasing, Employment, General legal, Management, Maintenance), Consumer Goods.

(817) 310-3744 ext.21

Beth.Graham@mail.doc.gov

Mark Weaver

Fort Worth Director and Senior International Trade Specialist
Aerospace and Aviation, Composites and Ceramics, Defense, Printing, Graphic Arts and Publishing, Travel and Tourism.

(817) 392-2673

Mark.Weaver@mail.doc.gov

Programs of the U.S. Commercial Service/ Export Assistance Center in Brief:

Trade Shows/Catalog Shows

Various Locations/Costs

We can assist you with identifying international trade shows in your industry sector. For many of these shows, the Commercial Service organizes a U.S. Pavilion or staffs a catalog booth for a reduced price.

International Partner Search

\$500-\$800 per country/region

We will find the distributors/strategic partners who are interested in YOUR product or service, and provide you with contact information and a description of their activities in the market.

International Company Profile

\$500-\$800 per country/region

We will create a detailed report for you that will include a prospective partner's information, such as type of organization, year established, size, general reputation, sales, principal owners, and trade references with recommendation from on-site Commercial Officers, as to the foreign company's suitability as a trading partner.

Gold Key Service

\$700-\$800 per country/region

Before you head overseas, we will set up appointments with interested and qualified potential business partners before you arrive in their city. Specialized services, such as interpreters can be arranged. Just be sure to give us 4-6 weeks notice.

International Market Research

Free! Just call us!

Give us a call to see what new reports have been sent to us by our Commercial Officers overseas.

**WE HOPE YOU HAVE ENJOYED THIS EDITION OF
NORTH TEXAS EXPORT NEWS!**